



Your French Hat for Easter

Not precedent alone has established the tradition of the new hat for Easter. Another influence is at work on that day—and an equally powerful one—it is spring! Women feel that spring formally arrives with Easter—and of course a new hat as inevitably arrives with spring.

Our Millinery Department, and particularly our French Room is brilliant with just these hats—hats so dashing new, they forecast the joyousness of summer. Hats fashioned in our own workroom by French designers and of French materials, they are French even to the thread. \$16.50, \$25

FOURTH FLOOR

Blouses Softly Brilliant \$9.75

The casaquin blouse is the smart thing for suit wear this spring, and here is a delightful version of it in crepe de Chine of jade, navy, white, combined with a rich Paisley-pattern silk vest effect, and banding, at throat and wrists.

THIRD FLOOR

Dignified Gowns in Canton Crepe, \$85

It is so difficult for the mature woman of matronly figure and dignity to get a really handsome afternoon gown—sometimes it must seem to her as if fashion thought only of the young and slender. For her we have selected several models of elegance, slender in effect, touched with clever beading, and in all the newest shades.

THIRD FLOOR

Steadily Smarter

The Three-Piece Suit

When you see the unmistakably elegant woman on the Avenue nowadays—the woman whose every detail of costume, coiffure, complexion is perfect—the woman who nine times out of ten makes you turn your head to look again—that woman is generally wearing a three-piece suit! Why not take a turn through our Women's Suit Section and see the charming three-piece models we have displayed? They're the last word in daytime fashion and extremely becoming to most figures. \$59.50 to \$250. A \$65 cape suit is one of the most distinctive we have seen with an extra long cape and princess paneled frock.

THIRD FLOOR

Women's Dress Shoes for Easter, \$12.75



There are imported models in this special collection of smart Oxfords and pumps for Easter wear. American made models too—made to our own specifications.

With French heel—beige suede with blue stitching, patent leather with grey kid, patent leather Oxfords with fringed tongue, and patent leather or black brocaded satin sandals.

With low heel—one strap pumps with buckle or button, made in patent leather, black satin or black dull leather.

Low Heel Strap Pumps, \$7.90—Several styles marked at this special low price that include all patent leather, all grey suede and all dull leather.

SECOND FLOOR

Lord & Taylor

FIFTH AVENUE

A Special Easter Selling

Women's Cape Wraps \$55

Don't you think it's clever to line a black crepe cape with a cosy grey duvetyn and to conceal the armholes with long side panels ending in cut fringe? This is just one of the unusual designs in this very specially priced group selected especially for this selling. Silk crepes, twill cords, tricotines and pile fabrics such as marvella or Orlando are used.

THIRD FLOOR

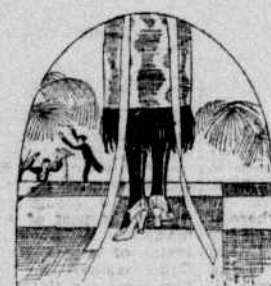


Note the panel sleeve, silver clasps, and picoted strap fringe of this first figure. This model also is duvetyn lined.

Our Annual Easter Sale Women's Silk Stockings

It opens at 9 o'clock tomorrow! And at this Sale, as in past years, we are featuring Onyx hosiery. This means at least three different things: Qualities of the finest, prices as low as may be found for these high qualities, and a wonderfully satisfactory range of colors.

You need a number of new pairs at Easter. Also you probably have two or three people on your Easter list to whom you would like to give silk stockings.



Silk Stockings \$1.35

This is one of our most striking values. Full fashioned silk stockings with lisle soles and tops. Rose-beige, grey, African, Princess Mary blue, old rose, polo, new suede, cordovan, taupe, russet, as well as black and white.

Sheer Silk Stockings \$2.65

Not only for evening wear but also for afternoon and even for tailored wear. Black, white, polo, fawn, taupe.

Black Silk Stockings \$1.95

These stockings are exceptional quality. Black only.

Silk Stockings \$2.35

A serviceable, medium weight stocking, rose-beige, fawn, polo, silver, russet, African, taupe, new suede, black and white.

Pointex Silk Stockings \$1.85

Pure silk stockings with lisle soles and tops in fawn, suede, cordovan, African, polo, grey, rose-beige, taupe, black and white.

Pointex Clocked Stockings \$2.75

Pure silk stockings, black, with effective, fancy clocks in white. They have lisle soles and tops.

GROUND FLOOR

Children's and Boys' Hosiery

Are included in the Sale

Fancy Topped Silk Socks 85c

Pure silk socks, an enchanting variety with the most delightful turnover, fancy tops. The youngsters should have at least half a dozen pairs each for spring.

Boys' Ribbed Golf Hose 39c

Heavy ribbed cotton, a very serviceable stocking. In black or brown.

Wool Stockings for Women

Are also included in the Sale

Checked or Striped Stockings \$2.50

These are made of a soft fine all-wool in striking designs of checks and plaids. They are most unusual values!

Brushed Wool Stockings \$2.50

These are the kind you want to wear with your golf knickers. They are very thin wide-ribbed stockings in the most delightful colorings.

Easter Sale of Men's Half Hose

Pointex Silk Half Hose \$1.65

Fine silk half hose, full fashioned, with pointex heels—good wearing quality. Appropriate for dress or street wear. Black only.

A Variety of Shades 95 cents

Excellent are these full fashioned silk hose. They have lisle soles and tops. May be had in black, white, cordovan, navy, and suede.

A pertinent suggestion to women—after purchasing stockings for yourselves—take the Express Elevators to The Man's Shop and select a spring supply for your husband or brothers. The values featured here are very exceptional.

Fancy Lisle Half Hose 85 cents

Fancy mercerized lisle half hose in Jacquard effects, silk plated lisle, mercerized lisle in Jacquard, vertical stripes, checks, in various color combinations, weights and shades.

Imported Half Hose 55 cents

A special purchase made this price possible. Mercerized lisle half hose, full fashioned, with double sole, heel, and toe. In black, cordovan, navy, and suede.

Mercerized Silk Lisle Half Hose 75c

A superb value and a superb quality. Fine mercerized silk lisle half hose with pointex heel and double sole—full fashioned. Black only.

An Exceptional Value at 30 cents

Another imported quality in a full fashioned lisle half hose. Double sole, heel, and toe. Black only. Sizes range from 9½ to 11.

MAN'S SHOP—TENTH FLOOR

Sports Satin, \$2.95 Yd.

Suggests the Links and Courts of Spring

Their shimmering surfaces, their soft, supple quality and the lovely pale shades in which they are found—these all speak of spring and summer sports to come. There are stripes, plaids and checks in this charming sports satin. In addition to white there are such shades as grey, wisteria, rose and blue 40 inches wide.

White Pongee, Radium and Sweet Briar, \$1.95 Yd.—The radium and sweet briar we really cannot keep in stock, so popular is it for dainty lingerie. It washes very well, you see, and always looks fresh and new. The pongee is a beautiful quality for summer suits and frocks. 33 to 40 in. wide.

GROUND FLOOR

English Prints, 55c

Dainty in pattern, gaily colored, in fact, almost chintz-like in tone—these English prints, just arrived in a new shipment, are really too quaint and charming for words. Some of them are almost like old-fashioned calicoes in design and these are among the most popular. There are lovely shades of red, blue, green, brown, as well as striking combinations, yellow and black, blue and maize, and so on.

SECOND FLOOR

Special! Matelassée Spanish

Lace Flouncings, \$3.95 Yd.

If you could just see these laces you would instantly understand what a remarkable value they are. You could not help seeing that they usually have to sell at a much higher price. For they are silk laces of an exquisite quality, the kind that are used on most of the newest gowns from Paris.

Rich in quality and design, they display the very latest patterns. They may be found not only in black and white, but in many of the best colors such as gold, silver, brilliant blue, dark brown, grey, beige, etc. They are the full 36-inch width for skirts.

It was only through a most fortunate purchase made by a French importer that we secured these laces to sell at such a price.

GROUND FLOOR

Protect Your Furs

You will surely want to have your heavy furs put away by Easter time. You will enjoy the comfortable assurance that your handsome coat is stored away where it will be protected during the summer months.

Send us a card or telephone Fitzroy 1900. A messenger will call for your furs and deliver them to us.

FOURTH FLOOR

Silk Petticoats and Slips for Easter

Special prices on a large number of most attractive and practical petticoats and slips.

Radium Silk—petticoats in all the bright street shades with embroidered flounce, \$4.95

Silk Jersey—petticoats in black and street shades with plaited flounce, \$3.95. A straighter-line model in silk Jersey has an embroidered flounce, \$4.95, \$5.95

Costume Slips—a fine quality of radium silk in white, flesh, navy and black, \$5.95

SECOND FLOOR

White Bloomer Frocks for Tiny Tots, \$3.95

They are practical—which will appeal to Mother—for they are made of a good durable quality of poplin or dimity.

And they are very becoming, too, with their ruffled collars and cuffs and their straight full lines.

You will probably want to buy two or three of these for Easter and spring time. 2, 3 and 4 years.

FOURTH FLOOR

